



Virg Bernero, Mayor
Brett Kaschinske, Director

Kids Camp Program

Lansing Kids Camps

June-August

Lansing Parks and Recreation is excited to offer six camps packed with fun every week! Each week, Monday through Friday, will be centered on a theme and most weeks include a field trip. Camps are structured with several activities including: sports, arts and crafts, teambuilding, gym games and more!



Special focus is given on increasing physical fitness in youth with pre and post testing. Field trips, breakfast and lunch are included in the price of camp, which is \$25 for Lansing Residents. The ratio is 1 staff to 10 children. All camps are licensed by the State of Michigan. Camps run from 9am – 3pm, Monday through Friday, with four locations offering pre and post care for additional fees.

Target Market

- Children ages 5-13 from Lansing and surrounding communities.

Exposure



- Camp is advertised in our Community Activities Guide which is published three times a year and reaches 14,000 households and businesses in the area. 7,000 of those are directly mailed to homes in the Greater Lansing area.
- A separate camp brochure is created and given out to all Lansing Public School elementary students, 8,000 copies in all.
- Listed on camp t-shirts that are given to campers and worn at field trips. (Sponsor Level dependent)
- 1,050 campers registered for the program.

Benefits

- Helps keep camp at a low cost so all can attend.
- Increases physical fitness in youth.
- Provides private businesses and corporations with opportunities for community involvement, corporate visibility and improved public relations.
- T-shirts add to safety on field trip days.
- Provides a fun and safe environment for youth during the summer months.

Timeframe

- Publicity begins in April and runs until camp conclusion in late August.
- Camp runs for 8 weeks June – August.

Sponsorship Opportunities:

Gold - \$1,000

- Business logo printed on the back of campers t-shirts to be worn on field trip days.
- Business logo in a Thank You display ad of the Fall Community Activities Guide.
- Business logo placed with event promotion on City of Lansing website, flyers and posters.
- Recognized sponsor in promotional media, flyer, e-mail announcements and event signage
- Booth at our Camp Open House and Games Day Trip



Silver - \$750

- Business name printed on the back of campers t-shirts to be worn on field trip days.
- Business logo in a Thank You display ad of the Fall Community Activities Guide.
- Recognized sponsor in promotional media, flyer, e-mail announcements and event signage
- Booth at our Camp Open House and Games Day Trip

Bronze - \$500

- Business mentioned in a Thank You display ad of the Fall Community Activities Guide.
- Recognized sponsor in promotional media, flyer, e-mail announcements and event signage
- Booth at our Camp Open House and Games Day Trip

Your Parks. Your Programs. Your Community.



For more information, please contact: Emily Stevens, Manager of Leisure Services
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